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BC Stats

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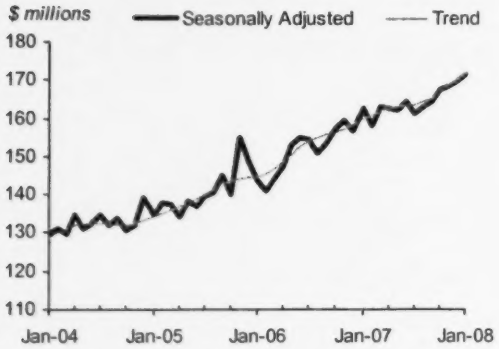
Tourism Sector Monitor ◆ April 2008

Room Revenue

Room revenues continued on an upward trend in the first month of 2008, matching December's 0.9% increase. For the first time since June 2007, North Coast (+2.8%) led the province in growth. Returns at accommodations in Vancouver Island/Coast and Thompson/Okanagan (each at +2.5%) rebounded in January, while Mainland/Southwest (+1.8%) also posted gains. However, northern regions of the province recorded significant declines, including Northeast (-10.2%) and Nechako (-9.9%). In addition, Kootenay (-8.5%) experienced a decrease for the second straight month and revenues also fell in Cariboo (-2.2%).

Room revenues advanced 0.9% to $171.4 million in January



Returns at the province's hotels continued to increase (+1.1%) in January, building on a 2.4% gain in December. Growth was driven by large (151-250 rooms; +2.5%) and very large (251+ rooms; +1.7%) hotels, and business also improved at small hotels (1-75 rooms; +0.3%). Revenues at motels were higher (+0.6%) for the fourth straight month, while other accommodations experienced a 1.3% decrease.

Table 1. Room Revenue
(seasonally adjusted)

Accommodation Type	Jan 08 ($000)	Dec 07 ($000)	% change
Total	171,398	169,862	+0.9
Hotels	127,727	126,326	+1.1
Motels	20,577	20,447	+0.6
Other Accommodations	23,305	23,613	-1.3
Regions (Top 3 performers)			
North Coast	2,497	2,430	+2.8
Vancouver Island/Coast	29,984	29,245	+2.5
Thompson/Okanagan	26,926	26,272	+2.5

Visitor Entries

Traveller entries to Canada via BC rose 1.8% in January. Visitation from the US was up (+2.1%) as the number of same-day visitors jumped 4.3%, the largest month-over-month increase since December 2006. In addition, there were more Americans on overnight trips (+1.1%).

Overseas entries increased (+0.9%) for the third straight month. Entries from Oceania fell (-0.9%) for the first time since July 2007 while the number of travellers from Asia (-0.2%) dipped. However, European entries, which represent about a third of all overseas visitors to the province, rose 0.8%.

The number of Canadian travellers returning home through BC edged up (+0.8%) in

January on the heels of a 10.1% decline in December. Total trips to the US increased 0.8% while same-day travel south of the border was relatively unchanged (-0.1%). Overall, overseas travel by Canadians was 0.5% higher.

Visitor entries up 1.8% in January

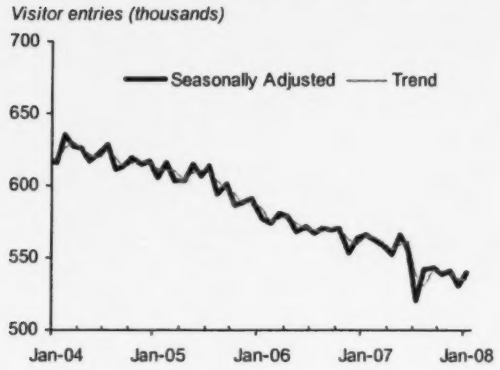


Table 2. Traveller Entries
(seasonally adjusted)

	Jan-08 ('000)	Dec-07 ('000)	% chg from Dec-07
American visitors			
Total	409	400	2.1
Same-day	138	132	4.3
Overnight	271	269	1.1
Overseas visitors			
Total	131	130	0.9
Europe	43	43	0.8
UK	21	21	2.5
Asia	58	58	-0.2
Japan	14	15	-1.4
Taiwan	5	5	-6.2
Oceania	17	17	-0.9

(BC Stats & Statistics Canada)

Note: Total Overseas visitors is not equal to the sum of visitors from Europe, Asia and Oceania since it includes other areas

Other Indicators

In January, the hotel occupancy rate rose 1.0 percentage point to 67.7%, ending a two-month-long downturn. The average daily room rate ($133.10) also advanced (+0.8%) in the first month of 2008.

Table 3. Other Tourism Indicators
(seasonally adjusted)

	Jan-08	Change from Dec-07
Hotel Industry		
Occupancy rate (%)	67.7	1.0 pp.
Average room charge ($)	133.10	0.8
(Pannell Kerr Forster)		
Airport Passengers	**(000s)**	**(%)**
Vancouver International Airport		
Total traffic	1,552	2.8
US (trans-border)	383	0.2
Other International	376	2.4
Canada (domestic)	793	4.3
(YVR)		
Victoria International Airport		
Total traffic	127	1.1
(Victoria Airport Authority)		
Food Services Receipts	**($ millions)**	**(%)**
All establishments	658	3.4
Food service	603	2.7
Drinking places	50	2.4
(Statistics Canada & BC Stats)		
Transportation	**(000s)**	**(%)**
Coquihalla Highway		
Passenger Vehicles	226	2.9
(Ministry of Transportation)		
BC Ferries		
Vehicle Volume	703	0.1
Passenger Volume	1,786	-1.1
(BC Ferries)		
Exchange Rates	**Cdn $**	
US $	0.989	-0.01
UK Pound	0.502	+0.01
Japanese Yen	106.530	-5.46
Australian $	1.122	-0.02
(Statistics Canada)		

Note: pp. percentage points

Note to readers: all data in the *Tourism Sector Monitor* are reported on a **seasonally adjusted** basis.

Following declines in air passenger traffic in December, both the Vancouver (+2.8%) and Victoria (+1.1%) airports were busier in January. BC Ferries recorded a drop in the number of passengers (-1.1%), while vehicle volume (+0.1%) inched up. In addition, a 2.9% increase in the number of passenger

vehicles passing through the toll booths on the Coquihalla Highway was recorded.

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Revenues in the province's food services and drinking places industry rebounded in January (+3.4%, *seasonally adjusted*). Both food service establishments (+2.7%) and bars, nightclubs and taverns (+2.4%) had a more lucrative month.

A look ahead—February 2008

Early returns indicate that room revenues fell 1.8% in February, ending six consecutive months of increases. Most regions experienced declines, including Thompson/Okanagan (-9.1%), Vancouver Island/Coast (-4.6%), Cariboo (-3.3%), Nechako (-1.5%) and Northeast (-0.3%). However, Kootenay (+7.8%) saw revenues rebound while North Coast (+2.7%) and Mainland/Southwest (+0.2%) posted gains for the third consecutive month.

Revenues across all accommodation types were down in February. Overall, receipts at the province's hotels fell (-1.4%), with small hotels (1-75 rooms; -2.8%) showing the largest month-over-month decrease. Motels (-3.1%) recorded lower revenues for the first time since September 2007, while fishing lodges, bed and breakfasts, and other types of accommodation (-5.2%) also experienced a significant downturn. After gaining momentum in the previous two months, revenues at vacation rentals dipped 0.4%.

Visitor entries to Canada via BC declined 0.7% in February. There were fewer American visitors (-0.9%) as same-day travel fell (-3.0%), offsetting a slight increase (+0.1%) in overnight trips. Although the number of travellers from Asia was higher (+2.1%), a drop in entries from Oceania (-5.1%) and Europe (-2.0%) left overseas visitation relatively unchanged (-0.1%).

In February, passenger traffic at the Vancouver (+1.2%) and Victoria (+1.0%) airports continued to increase. However, vehicle volume aboard BC Ferries (-0.1%) inched down while passenger volume (0.0%) was flat. The number of passenger vehicles travelling along the Coquihalla Highway plummeted (-29.7%) due to an avalanche that closed the route for eight days.

About preliminary numbers

Companies file their hotel room taxes with varying delays. The initial data retrieved by BC Stats may be revised considerably over the following months. BC Stats reports room revenues with a three-month lag. For example, data for January are not reported until April. However, we also briefly report "preliminary data" with a two-month lag.

How accurate is the preliminary data? Over 21 reports in 2006 and 2007, BC room revenues changed (rose or fell on a month-over-month basis) on average by 2.4% (absolute value). The preliminary numbers—reported in the "look ahead" section—were less by an average of 0.2 percentage points partly because the initial data retrieved may not be complete until later that month. For example, if the preliminary figure is 1.5, the actual number probably is around 1.7. And if the preliminary figure is -0.5, the actual number is about -0.3.

Special Focus: Vacation Rentals

Vacation rentals represent a growing market in BC's accommodation industry. In 1995, there were an estimated 345[1] vacation rentals in BC, which generated 5% of provincial room revenues. By 2007, the number of properties expanded to 420, accounting for 8% of total revenues.

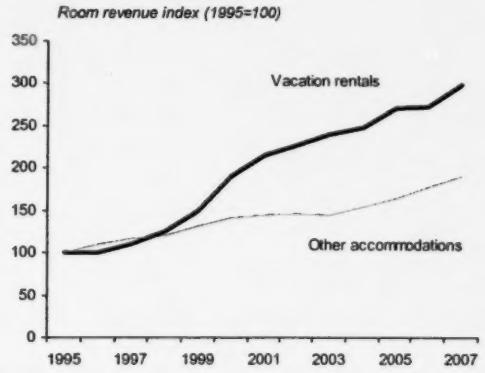
A "vacation rental", as defined by BC Stats, is an establishment that provides temporary or longer-term accommodation, which, for the period of occupancy, may serve as a principal residence. Included in this definition are campgrounds and temporary accommodations for seasonal workers.

Vacation rentals offer travellers a unique accommodation experience. Unlike hotels and motels, vacation rentals are typically furnished residences that include kitchen facilities and other amenities that provide a "home away from home". These properties are often located in a non-urban setting and may provide access to private beaches, fishing and skiing opportunities. Condominiums, cottages and cabins are common types of vacation rentals, which may be rented out by the owner or a rental management company.

Vacation rentals are becoming increasingly popular in BC

There has been a growing trend towards short-term rental property accommodation in recent years. From 1995 to 2007, room revenues at vacation rentals increased three-fold from approximately $49.7 million to $148.8 million. This rate of growth was more than twice the average for hotels, motels and other accommodations (+91.4%) over this period.

Vacation rentals have experienced significant growth since 1995



Data Source: BC Stats

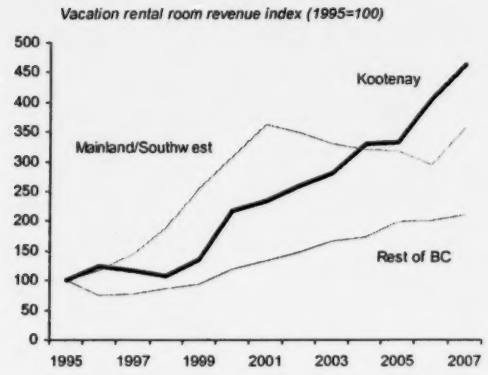
Following four years of double-digit gains from 1998 to 2001, room revenue growth at BC's vacation rentals slowed during 2002 to 2006. In 2007, revenues advanced 9.9%, the largest increase since 2001 (+13.1%) and higher than the rate for other accommodations (+8.2%).

Regional growth trends

Kootenay (+362%) experienced a surge in vacation rental room revenues from 1995 to 2007, recording double-digit growth in seven years during this period. In Mainland/Southwest, returns more than tripled from 1995 to 2001, lost ground during the next five years, and then rebounded in 2007 (+21.0%). Overall, revenues in this region grew 256% from 1995 to 2007, well above the average for the rest of BC (+111%). Other regions that recorded significant gains in the vacation rental market include Vancouver Island/Coast, Thompson/Okanagan and Northern BC.

[1] It should be noted that maintaining an accurate count of properties is difficult since vacation rentals tend to move in and out of the market throughout a given year.

Kootenay and Mainland/Southwest have outperformed the rest of BC

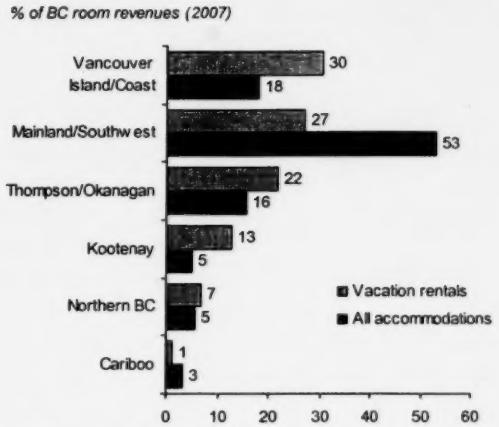


Data Source: BC Stats

Vancouver Island/Coast has the largest share of the vacation rental market

Vancouver Island/Coast is home to about one in three vacation rentals in the province, the largest concentration among the regions. Typically, these accommodations are located in resort areas such as the Gulf Islands, Tofino and Ucluelet. In 2007, 30% of BC vacation rental room revenues were generated in Vancouver Island/Coast, significantly higher than its share of returns for all accommodations (18%). Although Mainland/Southwest accounts for more than half (53%) of provincial room revenues, it has a much smaller share of the vacation rental market (27%) with most properties located in the Whistler area. Thompson/Okanagan (22%) contributes a significant proportion, while more than one in every ten dollars (13%) of room revenues at vacation rentals is attributed to the Kootenay region. Northern BC (7%) and Cariboo (1%) account for the remaining 8% of the market.

Most of the province's vacation rental room revenues are generated in Vancouver Island/Coast and Mainland/Southwest



Data Source: BC Stats

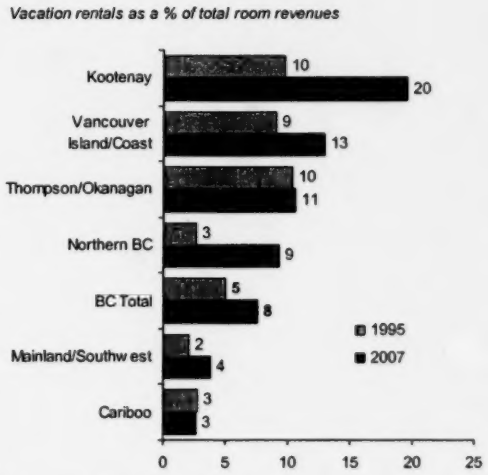
Vancouver Island/Coast, Mainland/Southwest and Thompson/Okanagan were the largest contributors to the vacation rental market in 1995 and 2007. However, there was a reallocation of market share across the regions over this period. Vancouver Island/Coast saw its share fall from 36% in 1995 to 30% in 2007 (-6 percentage points), while Kootenay (+5), Mainland/Southwest and Northern BC (each at +4) experienced an increase. In addition, the vacation rental market lost ground in Thompson/Okanagan (-7) and Cariboo (-1).

Vacation rentals are a relatively small player but represent a growing market

Although vacation rental room revenues have shown considerable growth in recent years, they still represent a relatively small portion of room revenues in the accommodation industry (8% in 2007). In some regions, however, vacation rentals have become an increasingly important segment. For example, the proportion of total revenues generated by vacation rentals in Kootenay doubled from 1995 (10%) to 2007 (20%). Northern BC saw its share climb

from 3% to 9% over the same period, mainly due to growth at temporary accommodations for seasonal workers. In addition, Vancouver Island/Coast also experienced an appreciable increase (+4 percentage points). However, market share in Thompson/Okanagan remained virtually unchanged from 12 years earlier (+1). In Mainland/Southwest (4%) and Cariboo (3%), the vacation rental market comprised less than five percent of revenues in 2007.

In Kootenay, one in every five dollars of room revenues is generated by vacation rentals



Data Source: BC Stats

Since 1995, vacation rentals have increased their share of total room revenues in most regions of the province. Strong demand for this type of non-standard accommodation, coupled with the revenue potential for the owners of these properties, will likely encourage the continued expansion of BC's vacation rental market.

Table 1: Room Revenue by Development Region ($000), Seasonally Adjusted

Period	Vancouver Island/Coast	Mainland Southwest	Thompson Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
Annual data									
2003	273,067	809,809	214,549	70,671	43,018	19,362	8,930	46,264	1,485,670
2004	295,246	863,430	231,041	75,467	46,201	20,104	8,811	50,656	1,590,956
2005	310,195	902,633	251,869	77,314	52,172	20,773	10,152	63,236	1,688,343
2006	324,624	970,884	273,102	85,171	56,610	21,928	10,478	72,514	1,815,312
2007	351,473	1,042,449	306,282	96,919	61,045	28,268	12,389	67,457	1,966,282
Annual growth rates									
2003	1.6	-4.8	3.7	0.6	-3.4	1.8	1.0	22.0	-1.4
2004	8.1	6.6	7.7	6.8	7.4	3.8	-1.3	9.5	7.1
2005	5.1	4.5	9.0	2.4	12.9	3.3	15.2	24.8	6.1
2006	4.7	7.6	8.4	10.2	8.5	5.6	3.2	14.7	7.5
2007	8.3	7.4	12.1	13.8	7.8	28.9	18.2	-7.0	8.3
Monthly data									
Jan-07	29,505	85,122	26,730	7,722	4,985	2,106	954	5,557	162,681
Feb-07	28,218	85,385	24,451	7,793	4,976	2,092	880	4,437	158,232
Mar-07	29,299	86,947	25,157	7,796	5,020	2,309	1,011	5,355	162,895
Apr-07	29,454	87,180	24,964	7,395	4,714	2,328	993	5,617	162,647
May-07	29,326	85,414	25,036	7,900	5,132	2,253	1,141	5,821	162,023
Jun-07	29,285	86,430	25,840	8,198	4,902	2,464	991	6,049	164,158
Jul-07	29,710	83,639	25,289	8,039	4,821	2,443	1,035	5,969	160,946
Aug-07	28,636	85,951	25,467	8,155	4,976	2,515	1,068	6,084	162,853
Sep-07	29,717	86,900	25,243	8,099	4,959	2,442	1,080	5,670	164,110
Oct-07	29,450	89,634	25,392	8,394	5,368	2,464	1,094	5,665	167,460
Nov-07	29,629	88,684	26,442	9,040	5,549	2,421	1,098	5,552	168,415
Dec-07	29,245	91,162	26,272	8,388	5,642	2,430	1,044	5,680	169,862
Jan-08	29,984	92,758	26,926	7,678	5,515	2,497	941	5,099	171,398
Month-over-month growth rates									
Jan-07	3.1	2.8	10.9	1.1	0.9	0.8	2.7	3.1	4.0
Feb-07	-4.4	0.3	-8.5	0.9	-0.2	-0.7	-7.8	-20.2	-2.7
Mar-07	3.8	1.8	2.9	0.0	0.9	10.4	15.0	20.7	2.9
Apr-07	0.5	0.3	-0.8	-5.1	-6.1	0.8	-1.8	4.9	-0.2
May-07	-0.4	-2.0	0.3	6.8	8.9	-3.2	14.9	3.6	-0.4
Jun-07	-0.1	1.2	3.2	3.8	-4.5	9.3	-13.1	3.9	1.3
Jul-07	1.4	-3.2	-2.1	-1.9	-1.7	-0.8	4.5	-1.3	-2.0
Aug-07	-3.6	2.8	0.7	1.4	3.2	3.0	3.2	1.9	1.2
Sep-07	3.8	1.1	-0.9	-0.7	-0.3	-2.9	1.0	-6.8	0.8
Oct-07	-0.9	3.1	0.6	3.6	8.2	0.9	1.3	-0.1	2.0
Nov-07	0.6	-1.1	4.1	7.7	3.4	-1.7	0.4	-2.0	0.6
Dec-07	-1.3	2.8	-0.6	-7.2	1.7	0.4	-4.9	2.3	0.9
Jan-08	2.5	1.8	2.5	-8.5	-2.2	2.8	-9.9	-10.2	0.9

January month-over-month percent growth

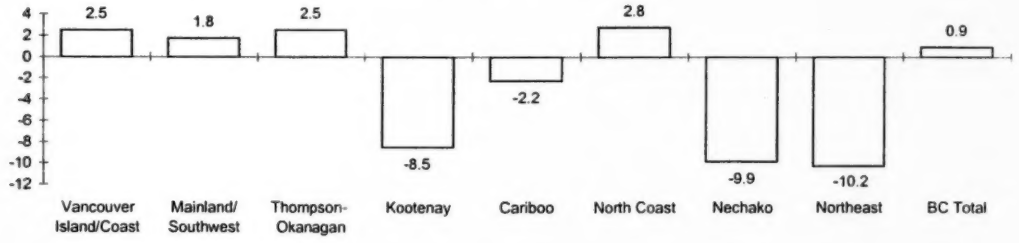


Table 2: Room Revenue by Accommodation Type ($000), Seasonally Adjusted

Period	Hotels (Rooms)				Motels	Vacation Rentals	Miscellaneous Incl. Fishing Lodges
	251+	151-250	76-150	1-75			
Annual data							
2003	437,158	180,831	297,417	174,343	181,554	119,345	95,022
2004	467,820	198,608	321,679	185,804	195,070	123,473	98,502
2005	481,581	211,406	346,528	203,166	210,861	134,245	100,555
2006	506,995	230,059	379,442	221,126	234,346	135,407	107,938
2007	535,034	251,128	425,188	238,570	243,711	148,776	123,876
Annual growth rates							
2003	-6.1	-4.0	0.1	0.0	-0.2	6.3	9.4
2004	7.0	9.8	8.2	6.6	7.4	3.5	3.7
2005	2.9	6.4	7.7	9.3	8.1	8.7	2.1
2006	5.3	8.8	9.5	8.8	11.1	0.9	7.3
2007	5.5	9.2	12.1	7.9	4.0	9.9	14.8
Monthly data							
Jan-07	44,533	20,558	33,923	19,361	21,976	12,196	10,066
Feb-07	44,458	20,611	33,757	18,672	21,208	10,667	9,939
Mar-07	44,416	21,046	34,330	19,289	20,454	12,401	10,347
Apr-07	44,930	20,887	34,645	19,721	20,566	12,490	9,976
May-07	42,543	21,328	35,258	20,673	20,182	12,573	10,206
Jun-07	43,580	20,812	35,235	20,275	20,206	13,444	10,225
Jul-07	42,028	20,594	35,412	20,099	19,316	12,589	10,283
Aug-07	43,122	20,360	35,868	20,023	19,581	12,616	10,524
Sep-07	45,218	20,967	36,203	20,190	19,560	12,488	10,369
Oct-07	46,155	22,179	36,671	20,291	19,977	12,360	10,406
Nov-07	45,434	21,100	36,869	19,971	20,237	12,091	10,782
Dec-07	48,617	20,687	37,016	20,006	20,447	12,861	10,752
Jan-08	49,444	21,204	37,002	20,076	20,577	12,971	10,334
Month-over-month growth rates							
Jan-07	3.3	1.8	2.9	2.5	7.4	5.6	7.6
Feb-07	-0.2	0.3	-0.5	-3.6	-3.5	-12.5	-1.3
Mar-07	-0.1	2.1	1.7	3.3	-3.6	16.3	4.1
Apr-07	1.2	-0.8	0.9	2.2	0.5	0.7	-3.6
May-07	-5.3	2.1	1.8	4.8	-1.9	0.7	2.3
Jun-07	2.4	-2.4	-0.1	-1.9	0.1	6.9	0.2
Jul-07	-3.6	-1.0	0.5	-0.9	-4.4	-6.4	0.6
Aug-07	2.6	-1.1	1.3	-0.4	1.4	0.2	2.3
Sep-07	4.9	3.0	0.9	0.8	-0.1	-1.0	-1.5
Oct-07	2.1	5.8	1.3	0.5	2.1	-1.0	0.4
Nov-07	-1.6	-4.9	0.5	-1.6	1.3	-2.2	3.6
Dec-07	7.0	-2.0	0.4	0.2	1.0	6.4	-0.3
Jan-08	1.7	2.5	0.0	0.3	0.6	0.9	-3.9

January month-over-month percent growth

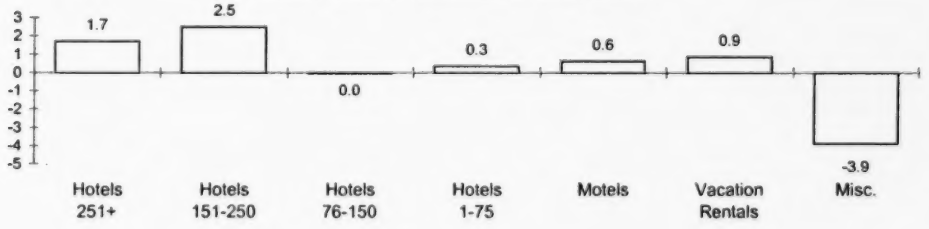


Table 3: Unadjusted Room Revenue by Regional District

Development Region/ Regional District	Revenue ($000)		Revenue % change from		Properties (#)	Properties # chg from	Rooms (#)	Rooms # chg from
	Jan-08	YTD 08	Jan-07	YTD 07	Jan-08	Jan-07	Jan-08	Jan-07
Vancouver Island/Coast								
17 Capital								
Total - All accommodation types	**6,614**	**6,614**	**-0.6**	**-0.6**	**140**	**-3**	**7,962**	**-151**
Total - Hotels	5,487	5,487	-1.0	-1.0	63	0	5,494	-94
76+ Rooms	4,071	4,071	-5.0	-5.0	26	0	3,927	0
1-75 Rooms	1,416	1,416	12.6	12.6	37	0	1,567	-94
Motels	674	674	-1.0	-1.0	21	-3	929	-117
Vacation Rentals	144	144	13.1	13.1	24	-2	294	-10
19 Cowichan Valley								
Total - All accommodation types	**475**	**475**	**-7.4**	**-7.4**	**28**	**-4**	**575**	**-67**
Motels	86	86	-19.0	-19.0	12	-3	242	-60
21 Nanaimo								
Total - All accommodation types	**2,200**	**2,200**	**7.6**	**7.6**	**60**	**3**	**2,520**	**199**
Total - Hotels	1,303	1,303	4.4	4.4	18	0	1,095	0
Motels	422	422	10.3	10.3	22	1	627	43
Vacation Rentals	417	417	13.0	13.0	17	1	689	153
23 Alberni-Clayoquot								
Total - All accommodation types	**1,607**	**1,607**	**4.1**	**4.1**	**51**	**-2**	**1,370**	**21**
Motels	184	184	39.1	39.1	19	0	381	0
Vacation Rentals	616	616	0.4	0.4	14	-1	348	6
25 Comox-Strathcona								
Total - All accommodation types	**2,036**	**2,036**	**1.1**	**1.1**	**54**	**2**	**1,472**	**43**
Total - Hotels	924	924	1.1	1.1	10	1	525	34
Motels	519	519	-5.0	-5.0	20	-1	579	-5
Vacation Rentals	289	289	17.3	17.3	17	3	203	24
27 Powell River								
Total - All accommodation types	**240**	**240**	**12.1**	**12.1**	**18**	**0**	**385**	**-5**
43 Mount Waddington								
Total - All accommodation types	**324**	**324**	**40.4**	**40.4**	**14**	**-2**	**560**	**1**
Mainland/Southwest								
09 Fraser Valley								
Total - All accommodation types	**2,895**	**2,895**	**19.1**	**19.1**	**65**	**-2**	**2,460**	**-21**
Total - Hotels	2,036	2,036	20.5	20.5	18	0	1,362	0
Motels	506	506	19.3	19.3	33	0	887	-1
15 Greater Vancouver								
Total - All accommodation types	**45,284**	**45,284**	**9.9**	**9.9**	**221**	**-1**	**25,453**	**-220**
Total - Hotels	42,421	42,421	9.6	9.6	155	-3	22,651	-163
251+ Rooms	21,359	21,359	7.8	7.8	22	0	8,940	0
151-250 Rooms	9,021	9,021	15.1	15.1	26	0	5,061	0
76-150 Rooms	9,033	9,033	10.7	10.7	54	0	5,824	0
1-75 Rooms	3,008	3,008	4.4	4.4	53	-3	2,826	-163
Motels	1,102	1,102	4.8	4.8	31	-1	1,419	-49
Vacation Rentals	1,422	1,422	14.6	14.6	17	2	485	-16
29 Sunshine Coast								
Total - All accommodation types	**246**	**246**	**-9.9**	**-9.9**	**15**	**-1**	**312**	**-20**
31 Squamish-Lillooet								
Total - All accommodation types	**31,422**	**31,422**	**9.0**	**9.0**	**84**	**-12**	**5,685**	**-1,637**
Total - Hotels	25,326	25,326	9.4	9.4	35	-7	4,431	-1,124
76+ Rooms	23,957	23,957	10.1	10.1	21	-6	3,972	-1,038
1-75 Rooms	1,370	1,370	-1.3	-1.3	14	-1	459	-86
Vacation Rentals	5,142	5,142	6.8	6.8	27	-4	845	-423
Miscellaneous	811	811	5.6	5.6	13	-1	197	-70

Table 3: Unadjusted Room Revenue by Regional District

Development Region/ Regional District	Revenue ($000)		% change from		Properties (#)	# chg from	Rooms (#)	# chg from
	Jan-08	YTD 08	Jan-07	YTD 07	Jan-08	Jan-07	Jan-08	Jan-07
Thompson/Okanagan								
07 Okanagan-Similkameen								
Total - All accommodation types	**1,305**	**1,305**	**4.7**	**4.7**	**78**	**3**	**2,610**	**49**
Total - Hotels	686	686	-9.5	-9.5	13	-2	997	-89
Motels	395	395	11.4	11.4	51	5	1,346	148
33 Thompson-Nicola								
Total - All accommodation types	**4,993**	**4,993**	**-3.2**	**-3.2**	**121**	**-12**	**4,785**	**-399**
Total - Hotels	2,218	2,218	7.4	7.4	31	-3	2,055	-199
76+ Rooms	1,945	1,945	11.3	11.3	13	0	1,475	-3
1-75 Rooms	273	273	-14.0	-14.0	18	-3	580	-196
Motels	1,087	1,087	4.8	4.8	71	-2	2,120	-48
Miscellaneous	186	186	-47.9	-47.9	10	-2	231	-24
35 Central Okanagan								
Total - All accommodation types	**6,863**	**6,863**	**11.3**	**11.3**	**56**	**-1**	**4,055**	**88**
Total - Hotels	3,700	3,700	13.2	13.2	20	-1	1,941	29
Motels	464	464	13.8	13.8	18	-1	872	-20
Vacation Rentals	2,540	2,540	8.8	8.8	13	1	835	79
37 North Okanagan								
Total - All accommodation types	**2,585**	**2,585**	**9.3**	**9.3**	**39**	**-2**	**1,620**	**-55**
Total - Hotels	1,113	1,113	14.7	14.7	14	0	813	0
Motels	303	303	0.9	0.9	16	-2	531	-55
39 Columbia-Shuswap								
Total - All accommodation types	**3,348**	**3,348**	**6.2**	**6.2**	**84**	**-1**	**2,917**	**-107**
Total - Hotels	1,161	1,161	2.8	2.8	19	0	1,019	-94
Motels	1,080	1,080	15.3	15.3	39	0	1,474	4
Miscellaneous	1,003	1,003	-1.1	-1.1	22	-2	374	-23
Kootenay								
01 East Kootenay								
Total - All accommodation types	**4,903**	**4,903**	**-3.9**	**-3.9**	**100**	**-1**	**4,401**	**145**
Total - Hotels	1,949	1,949	9.2	9.2	32	1	1,907	180
76+ Rooms	1,409	1,409	8.1	8.1	12	2	1,179	197
1-75 Rooms	539	539	12.3	12.3	20	-1	728	-17
Motels	525	525	7.6	7.6	32	-1	795	-18
Vacation Rentals	1,449	1,449	-14.0	-14.0	12	-2	954	-51
03 Central Kootenay								
Total - All accommodation types	**1,323**	**1,323**	**11.1**	**11.1**	**62**	**4**	**1,433**	**4**
Total - Hotels	699	699	4.4	4.4	16	0	743	-1
Motels	213	213	7.2	7.2	23	1	431	-38
Miscellaneous	292	292	20.8	20.8	13	1	186	33
05 Kootenay Boundary								
Total - All accommodation types	**644**	**644**	**-3.1**	**-3.1**	**29**	**-3**	**637**	**-37**
Motels	199	199	-0.5	-0.5	19	-3	383	-35
Cariboo								
41 Cariboo								
Total - All accommodation types	**1,001**	**1,001**	**7.7**	**7.7**	**57**	**1**	**1,718**	**19**
Total - Hotels	307	307	8.8	8.8	12	3	589	85
Motels	578	578	9.7	9.7	32	-2	1,008	-5
53 Fraser-Fort George								
Total - All accommodation types	**2,501**	**2,501**	**12.6**	**12.6**	**52**	**1**	**2,581**	**61**
Total - Hotels	1,930	1,930	14.9	14.9	19	1	1,514	67
Motels	476	476	7.9	7.9	27	0	952	-6

Table 3: Unadjusted Room Revenue by Regional District

Development Region/ Regional District	Revenue ($000)		% change from		Properties (#)	# chg from	Rooms (#)	# chg from
	Jan-08	YTD 08	Jan-07	YTD 07	Jan-08	Jan-07	Jan-08	Jan-07
North Coast								
47 Skeena-Queen Charlotte								
Total - All accommodation types	**416**	**416**	**17.5**	**17.5**	**25**	**-2**	**918**	**-22**
Total - Hotels	304	304	18.1	18.1	10	0	560	-7
Motels	92	92	24.5	24.5	10	10	323	-5
49 Kitimat-Stikine								
Total - All accommodation types	**582**	**582**	**14.8**	**14.8**	**31**	**1**	**799**	**33**
Motels	246	246	14.7	14.7	18	2	420	37
Nechako								
51 Bulkley-Nechako + 57 Stikine								
Total - All accommodation types	**565**	**565**	**-3.9**	**-3.9**	**38**	**-3**	**1,024**	**-51**
Motels	338	338	0.7	0.7	21	-2	601	-56
Northeast								
55 Peace River + 59 Northern Rockies								
Total - All accommodation types	**5,052**	**5,052**	**-11.4**	**-11.4**	**65**	**-1**	**3,479**	**163**
Total - Hotels	3,360	3,360	11.7	11.7	28	2	2,109	350
Motels	1,058	1,058	-52.2	-52.2	30	-3	899	-135

Note: Data for regions with fewer than 10 properties reporting cannot be released.

Table 4: Unadjusted Room Revenue by Urban Centre

Development Region/ Urban Centre	Revenue				Properties		Rooms	
	($000)		% change from		(#)	# chg from	(#)	# chg from
	Jan-08	YTD 08	Jan-07	YTD 07	Jan-08	Jan-07	Jan-08	Jan-07
Vancouver Island/Coast	**13,620**	**13,620**	**2.9**	**2.9**	**370**	**-5**	**14,941**	**61**
Victoria (C)	5,215	5,215	-4.7	-4.7	72	-6	5,639	-215
Saanich Peninsula	573	573	45.9	45.9	13	2	400	77
Other CRD	826	826	4.6	4.6	55	1	1,923	-13
Nanaimo (C)	1,517	1,517	5.8	5.8	22	0	1,230	0
Port Alberni (C)	255	255	-0.7	-0.7	10	-2	339	-24
Comox Valley	959	959	9.9	9.9	12	1	466	34
Rest of Development Region	4,276	4,276	6.3	6.3	186	-1	4,944	202
Mainland/Southwest	**79,848**	**79,848**	**9.8**	**9.8**	**385**	**-16**	**33,910**	**-1,898**
Downtown Vancouver (C)	25,258	25,258	10.2	10.2	74	-2	12,286	-153
Other Vancouver (C)	3,131	3,131	12.2	12.2	32	1	2,870	6
Richmond (C)	9,151	9,151	9.5	9.5	23	-1	4,079	-25
Other GVRD	5,867	5,867	6.5	6.5	79	-1	4,901	-26
Whistler (DM)	30,410	30,410	8.0	8.0	58	-14	4,952	-1,715
Rest of Development Region	6,031	6,031	20.2	20.2	119	1	4,822	15
Thompson/Okanagan	**19,094**	**19,094**	**5.6**	**5.6**	**379**	**-13**	**15,997**	**-424**
Penticton (C)	744	744	3.5	3.5	33	2	1,478	66
Kamloops (C)	4,164	4,164	-0.3	-0.3	62	-5	3,486	-205
Kelowna (C)	6,405	6,405	9.4	9.4	45	-1	3,302	83
Vernon (C)	2,509	2,509	9.8	9.8	31	-2	1,467	-55
Revelstoke (C)	1,606	1,606	24.6	24.6	27	1	1,050	21
Golden (T)	937	937	-13.9	-13.9	29	-2	980	-133
Rest of Development Region	2,729	3,666	1.9	36.9	152	-6	4,234	-201
Kootenay	**6,871**	**6,871**	**-1.3**	**-1.3**	**191**	**0**	**6,471**	**112**
Cranbrook (C)	594	594	11.1	11.1	19	2	917	142
Fernie (C)	1,997	1,997	-11.3	-11.3	24	-2	981	-89
Nelson (C)	531	531	4.2	4.2	14	-1	478	-45
Rest of Development Region	3,749	3,749	2.3	2.3	134	1	4,095	104
Cariboo	**3,502**	**3,502**	**11.2**	**11.2**	**109**	**2**	**4,299**	**80**
Quesnel (C)	205	205	5.4	5.4	12	0	443	0
Williams Lake (C)	359	359	12.2	12.2	11	0	536	0
Prince George (C)	1,911	1,911	19.8	19.8	27	0	1,786	47
Rest of Development Region	1,026	1,026	-1.3	-1.3	59	2	1,534	33
North Coast	**998**	**998**	**15.9**	**15.9**	**56**	**-1**	**1,717**	**11**
Prince Rupert (C)	373	373	25.6	25.6	16	0	773	1
Terrace (C)	407	407	28.3	28.3	12	1	415	8
Rest of Development Region	219	219	-11.5	-11.5	28	-2	529	2
Nechako	**565**	**565**	**-3.9**	**-3.9**	**38**	**-3**	**1,024**	**-51**
Smithers (T)	292	292	8.1	8.1	13	0	425	0
Rest of Development Region	273	273	-14.1	-14.1	25	-3	599	174
Northeast	**5,052**	**5,052**	**-11.4**	**-11.4**	**65**	**-1**	**3,479**	**163**
Dawson Creek (C)	1,037	1,037	20.1	20.1	16	1	649	93
Fort St. John (C)	1,750	1,750	-37.0	-37.0	14	-3	981	-125
Rest of Development Region	2,266	2,266	9.8	9.8	35	1	1,849	195

Note: Data for regions with fewer than 10 properties reporting cannot be released.

Table 5: Historical Unadjusted Room Revenue by Development Region ($000)

Period	Vancouver Island/Coast	Mainland Southwest	Thompson Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	Total
Annual data									
2003	273,067	809,809	214,550	70,671	43,018	19,362	8,930	46,264	1,485,670
2004	295,246	863,430	231,041	75,467	46,201	20,104	8,811	50,656	1,590,956
2005	310,195	902,633	251,869	77,314	52,172	20,773	10,152	63,236	1,688,343
2006	324,624	970,884	273,102	85,171	56,610	21,928	10,478	72,514	1,815,312
2007	351,473	1,042,449	306,282	96,919	61,045	28,268	12,389	67,457	1,966,282
Annual growth rates									
2003	1.6	-4.8	3.7	0.6	-3.4	1.8	1.0	22.0	-1.4
2004	8.1	6.6	7.7	6.8	7.4	3.8	-1.3	9.5	7.1
2005	5.1	4.5	9.0	2.4	12.9	3.3	15.2	24.8	6.1
2006	4.7	7.6	8.4	10.2	8.5	5.6	3.2	14.7	7.5
2007	8.3	7.4	12.1	13.8	7.8	28.9	18.2	-7.0	8.3
Monthly data									
Jan-07	13,239	72,739	18,088	6,960	3,150	861	588	5,703	121,327
Feb-07	16,122	80,190	18,857	8,879	3,369	1,226	600	6,077	135,320
Mar-07	22,170	90,348	22,389	8,757	4,367	1,520	833	7,459	157,843
Apr-07	23,977	72,645	16,745	5,370	4,220	1,338	673	4,772	129,740
May-07	31,724	86,523	24,389	6,441	5,532	2,112	1,066	4,009	161,796
Jun-07	38,098	102,825	30,738	7,940	6,000	4,190	1,224	5,588	196,603
Jul-07	51,836	109,816	45,394	12,379	7,056	4,767	1,405	6,232	238,884
Aug-07	56,370	119,436	51,836	13,629	7,410	4,822	1,574	6,401	261,478
Sep-07	41,871	99,272	30,515	9,494	6,525	3,374	1,578	5,860	198,489
Oct-07	24,309	73,445	18,017	6,002	5,462	1,724	1,368	5,513	135,841
Nov-07	16,482	57,778	12,294	4,141	4,188	1,369	852	5,136	102,241
Dec-07	15,275	77,432	17,022	6,927	3,765	965	627	4,707	126,720
Jan-08	13,620	79,848	19,094	6,871	3,502	998	565	5,052	129,549
Year-over-year percent changes									
Jan-07	11.0	12.4	24.1	7.0	10.2	24.1	13.3	4.6	13.1
Feb-07	4.0	15.0	11.8	18.3	10.5	13.5	0.4	-3.5	12.2
Mar-07	11.8	13.7	18.9	15.3	8.8	31.7	21.3	-5.1	13.2
Apr-07	9.9	11.2	10.4	6.8	0.1	29.3	23.2	-7.8	9.7
May-07	9.4	4.6	13.0	12.3	9.6	19.6	32.0	-13.0	6.9
Jun-07	8.6	3.6	16.9	19.0	6.6	35.3	10.7	-10.1	7.3
Jul-07	11.1	-1.3	9.8	13.2	2.1	32.4	15.1	-10.6	4.4
Aug-07	6.7	7.6	10.9	12.9	7.4	41.0	22.6	-6.7	8.4
Sep-07	9.6	6.1	8.6	11.8	4.0	26.4	19.5	-12.6	7.1
Oct-07	5.2	7.9	4.9	16.3	13.0	23.9	22.6	-6.0	7.2
Nov-07	6.0	3.8	13.3	28.4	15.5	17.3	17.9	-13.5	5.7
Dec-07	1.1	10.3	9.3	11.2	15.8	13.3	13.5	3.1	8.9
Jan-08	2.9	9.8	5.6	-1.3	11.2	15.9	-3.9	-11.4	6.8

January year-over-year percent change

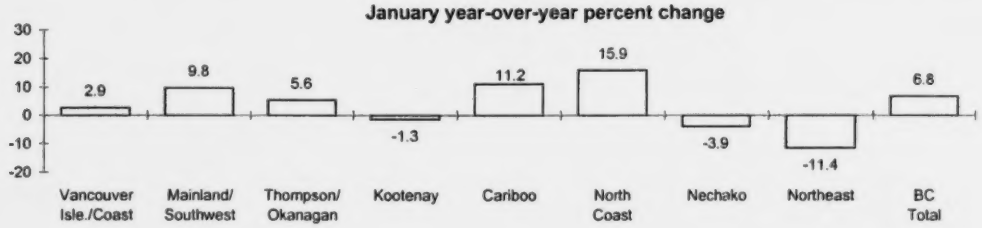


Table 6: Traveller Entries to Canada via BC, Seasonally Adjusted (000s)

Period	International							
	Total	USA			Overseas			
		Total*	Same-day	Overnight	Total	Asia	Europe	Oceania**
Annual data								
2003	7,335.3	6,137.4	2,580.7	3,556.8	1,197.8	577.6	410.1	124.8
2004	7,447.7	6,039.1	2,477.6	3,561.5	1,408.7	715.8	458.1	144.3
2005	7,224.8	5,751.0	2,314.5	3,436.5	1,473.8	723.5	493.7	157.1
2006	6,846.0	5,379.8	1,944.6	3,435.2	1,466.1	716.9	492.7	154.7
2007	6,576.8	5,062.0	1,766.9	3,295.1	1,514.8	699.3	519.0	175.4
Annual percent changes								
2003	-8.0	-7.0	-8.1	-6.1	-12.9	-24.4	-0.4	5.8
2004	1.5	-1.6	-4.0	0.1	17.6	23.9	11.7	15.6
2005	-3.0	-4.8	-6.6	-3.5	4.6	1.1	7.8	8.9
2006	-5.2	-6.5	-16.0	0.0	-0.5	-0.9	-0.2	-1.5
2007	-3.9	-5.9	-9.1	-4.1	3.3	-2.5	5.3	13.4
Monthly data								
Feb-07	563	437	153	284	126	58	45	13
Mar-07	559	433	155	278	126	59	43	14
Apr-07	552	429	159	269	124	58	42	14
May-07	566	438	154	285	127	58	43	15
Jun-07	556	428	148	279	128	58	45	15
Jul-07	520	393	143	250	128	59	44	14
Aug-07	542	415	147	268	127	59	44	15
Sep-07	543	415	144	271	128	59	45	15
Oct-07	538	418	139	279	121	54	41	15
Nov-07	540	414	139	275	127	58	41	17
Dec-07	530	400	132	269	130	58	43	17
Jan-08	540	409	138	271	131	58	43	17
Feb-08	536	405	133	272	131	60	43	16
Month-over-month growth rates								
Feb-07	-0.6	-1.1	-0.5	-1.5	1.3	-2.5	5.8	4.7
Mar-07	-0.7	-1.0	1.6	-2.4	0.4	1.6	-3.6	3.8
Apr-07	-1.3	-1.0	2.4	-2.9	-2.1	-2.6	-2.8	4.0
May-07	2.4	2.3	-3.4	5.6	3.0	0.8	3.7	5.2
Jun-07	-1.7	-2.4	-3.4	-1.8	0.8	0.0	3.5	-2.3
Jul-07	-6.5	-8.2	-3.7	-10.6	-0.6	2.2	-1.3	-2.4
Aug-07	4.2	5.7	2.8	7.4	-0.4	-1.0	-0.7	1.9
Sep-07	0.2	0.0	-2.0	1.1	0.6	0.0	1.2	1.2
Oct-07	-0.8	0.5	-3.8	2.9	-5.3	-8.5	-7.2	3.5
Nov-07	0.4	-1.0	0.1	-1.5	4.9	7.9	-1.9	8.8
Dec-07	-1.9	-3.2	-4.9	-2.3	2.2	0.5	5.9	2.7
Jan-08	1.8	2.1	4.3	1.1	0.9	-0.2	0.8	-0.9
Feb-08	-0.7	-0.9	-3.0	0.1	-0.1	2.1	-2.0	-5.1

* Seasonally adjusted visitor entries are calculated by Statistics Canada, and are adjusted to sum to national totals.

** Australia, New Zealand, and other South Pacific nations.

SOURCE: BC STATS, Statistics Canada.

Table 7: Transportation Indicators, Seasonally Adjusted

Period	Air Passenger Traffic (000s)					Other Transportation (000s)		
	Vancouver				Victoria	BC Ferries		Coquihalla Hwy
	Total	Domestic	Trans-border	Other Int'l.	Total	Vehicles	Passengers	Passenger Vehicles
Annual data								
2003	14,321	7,266	3,814	3,241	1,183	8,263	21,348	2,480
2004	15,726	7,986	3,964	3,775	1,250	8,532	21,955	2,586
2005	16,419	8,348	4,106	3,964	1,318	8,539	21,791	2,635
2006	16,924	8,712	4,252	3,959	1,390	8,530	21,689	2,601
2007	17,495	9,017	4,361	4,117	1,482	8,558	21,690	2,730
Annual growth rates								
2003	-3.7	-2.1	-1.1	-10.0	7.3	-0.1	-0.9	-2.0
2004	9.8	9.9	3.9	16.5	5.7	3.3	2.8	4.3
2005	4.4	4.5	3.6	5.0	5.5	0.1	-0.7	1.9
2006	3.1	4.4	3.6	-0.1	5.4	-0.1	-0.5	-1.3
2007	3.4	3.5	2.6	4.0	6.6	0.3	0.0	5.0
Monthly data								
Feb-07	1,418	725	355	338	118	712	1,805	228
Mar-07	1,449	737	366	347	122	714	1,808	233
Apr-07	1,458	764	362	333	123	704	1,795	226
May-07	1,436	747	354	336	124	714	1,804	224
Jun-07	1,444	747	358	339	121	720	1,818	228
Jul-07	1,432	738	347	348	124	717	1,804	224
Aug-07	1,452	751	356	345	125	714	1,797	232
Sep-07	1,465	761	360	345	125	720	1,810	226
Oct-07	1,465	765	364	336	127	708	1,787	227
Nov-07	1,535	786	384	365	128	718	1,823	249
Dec-07	1,510	761	382	367	125	702	1,806	219
Jan-08	1,552	793	383	376	127	703	1,786	226
Feb-08	1,570	796	397	376	128	702	1,787	159
Month-over-month growth rates								
Feb-07	-0.9	-1.5	-5.3	5.6	-1.0	-0.4	-1.4	7.2
Mar-07	2.2	1.6	3.1	2.4	2.8	0.2	0.1	2.3
Apr-07	0.6	3.6	-0.9	-4.0	0.8	-1.4	-0.7	-2.9
May-07	-1.5	-2.2	-2.3	1.0	1.5	1.5	0.5	-0.9
Jun-07	0.5	0.1	1.0	1.0	-2.6	0.7	0.8	1.7
Jul-07	-0.8	-1.2	-3.1	2.5	2.2	-0.4	-0.8	-1.9
Aug-07	1.4	1.7	2.7	-0.8	0.9	-0.4	-0.4	3.6
Sep-07	0.9	1.3	1.2	-0.1	-0.2	0.8	0.7	-2.4
Oct-07	0.0	0.6	1.1	-2.5	1.8	-1.6	-1.3	0.4
Nov-07	4.8	2.7	5.4	8.7	0.9	1.4	2.0	9.6
Dec-07	-1.6	-3.2	-0.4	0.5	-2.3	-2.3	-0.9	-12.0
Jan-08	2.8	4.3	0.2	2.4	1.1	0.1	-1.1	2.9
Feb-08	1.2	0.4	3.8	0.0	1.0	-0.1	0.0	-29.7

Table 8: Tourism Sector Indicators, Seasonally adjusted

Period	Employment in key industries in tourism sector (000)				Hotel Industry[2]		Consumer Price Index[1]	
	Air transport[4]	Accom-modation	Food & beverage services	Arts, entertainment & recreation	Occupancy Rate (%)[3]	Room Rate ($)	Traveller accom-modation	Restaurant food[4]
Annual data								
2003	15.4	31.5	124.0	32.9	58.3	113.7	90.1	101.8
2004	15.5	31.5	125.8	35.4	61.3	115.7	82.5	103.6
2005	15.8	32.9	128.8	35.7	63.9	116.3	80.0	106.6
2006	16.4	35.2	135.1	37.9	65.7	121.9	77.5	109.3
2007	16.7	35.8	141.1	39.1	67.0	128.7	81.1	112.2
Annual Growth Rates								
2003	5.3	-0.4	3.3	2.7	-0.6	-2.8	-9.9	1.8
2004	0.4	0.1	1.5	7.8	3.0	1.8	-8.4	1.8
2005	1.9	4.5	2.4	0.8	2.7	0.5	-3.0	2.9
2006	3.7	6.9	4.9	6.3	1.8	4.8	-3.2	2.5
2007	1.9	1.6	4.5	3.0	1.3	5.6	4.7	2.6
Monthly data								
Feb-07	16.6	35.3	139.4	39.2	67.0	125.70	82.0	111.0
Mar-07	16.7	35.4	140.0	39.0	66.7	127.40	80.8	110.8
Apr-07	16.7	35.7	140.1	38.9	66.9	128.10	81.3	111.0
May-07	16.7	35.6	140.4	39.3	66.8	127.90	81.3	111.1
Jun-07	16.8	35.5	141.7	39.2	66.7	127.60	79.1	111.8
Jul-07	16.9	35.5	141.1	39.1	66.1	128.00	81.1	113.1
Aug-07	16.6	35.3	141.4	39.0	66.4	129.00	81.3	113.2
Sep-07	16.5	35.9	142.4	39.2	67.1	130.10	80.8	113.3
Oct-07	16.5	35.9	142.8	39.4	68.2	131.90	81.4	113.2
Nov-07	16.6	37.4	142.8	39.1	67.9	131.80	82.5	113.0
Dec-07	16.6	36.7	142.9	38.9	66.7	132.10	82.7	112.9
Jan-08	16.5	37.4	144.4	38.9	67.7	133.10	82.6	112.3
Feb-08	16.4	36.2	145.5	38.9	66.5	133.70	82.0	113.3
Month-over-month growth rates								
Feb-07	-3.6	0.3	0.5	1.2	0.0	0.4	3.7	-0.5
Mar-07	0.5	0.4	0.4	-0.5	-0.3	1.4	-1.5	-0.2
Apr-07	0.0	0.7	0.1	-0.4	0.2	0.5	0.6	0.2
May-07	-0.2	-0.3	0.2	1.1	-0.1	-0.2	0.0	0.1
Jun-07	0.7	-0.2	0.9	-0.4	-0.1	-0.2	-2.7	0.6
Jul-07	0.6	0.0	-0.4	-0.2	-0.6	0.3	2.5	1.2
Aug-07	-1.6	-0.5	0.2	-0.1	0.3	0.8	0.2	0.1
Sep-07	-0.6	1.6	0.7	0.4	0.7	0.9	-0.6	0.1
Oct-07	-0.1	0.0	0.3	0.5	1.1	1.4	0.7	-0.1
Nov-07	0.3	4.3	0.0	-0.6	-0.3	-0.1	1.4	-0.2
Dec-07	0.0	-1.8	0.0	-0.6	-1.2	0.2	0.2	-0.1
Jan-08	-0.4	1.7	1.1	-0.2	1.0	0.8	-0.1	-0.5
Feb-08	-0.4	-3.2	0.7	0.1	-1.2	0.5	-0.7	0.9

[1]Source: Statistics Canada (Employment data from Survey of Employment Payroll & Hours) and BC Stats.

[2]Source: Pannell Kerr Forster and BC Stats.

[3]Occupancy Rate change expressed as percentage point change.

[4]No identifiable seasonality.

Table 9: Food Services Receipts, Seasonally Adjusted

Period	Food Services and Drinking Places[1]					
	Receipts ($ million)					
	BC[2]			Canada		
	Total	Drinking places	Food Services	Total	Drinking places	Food Services
Annual data						
2003	6,318.0	567.7	5,750.3	38,569.6	2,516.8	36,052.8
2004	6,686.9	604.0	6,082.9	40,409.0	2,595.0	37,814.1
2005	6,888.8	554.4	6,334.4	41,817.7	2,577.3	39,240.4
2006	7,371.0	436.3	6,934.6	44,218.3	2,464.6	41,753.7
2007	7,606.7	482.4	7,124.3	45,612.3	2,383.1	43,229.1
Annual growth rates						
2003	4.1	7.2	3.9	1.4	0.6	1.5
2004	5.8	6.4	5.8	4.8	3.1	4.9
2005	3.0	-8.2	4.1	3.5	-0.7	3.8
2006	7.0	-21.3	9.5	5.7	-4.4	6.4
2007	3.2	10.6	2.7	3.2	-3.3	3.5
Monthly data						
Feb-07	641	x	x	3,756	194	3,563
Mar-07	636	38	595	3,777	201	3,576
Apr-07	625	35	589	3,722	199	3,523
May-07	631	36	595	3,767	200	3,567
Jun-07	626	38	589	3,778	202	3,576
Jul-07	621	42	578	3,783	205	3,578
Aug-07	633	x	x	3,778	204	3,573
Sep-07	638	42	595	3,859	199	3,660
Oct-07	649	x	x	3,884	193	3,690
Nov-07	649	48	602	3,861	192	3,670
Dec-07	636	49	587	3,845	192	3,653
Jan-08	658	50	603	3,926	191	3,735
Feb-08	675	x	x	4,002	192	3,810
Month-over-month growth rates						
Feb-07	1.0	x	x	-1.2	-4.5	-1.1
Mar-07	-0.8	x	x	0.6	3.7	0.4
Apr-07	-1.6	-8.9	-1.0	-1.5	-0.9	-1.5
May-07	0.9	4.5	1.0	1.2	0.7	1.3
Jun-07	-0.8	5.8	-0.9	0.3	0.8	0.2
Jul-07	-0.7	10.2	-1.8	0.1	1.5	0.1
Aug-07	1.9	x	x	-0.1	-0.1	-0.1
Sep-07	0.8	x	x	2.1	-2.7	2.4
Oct-07	1.7	x	x	0.7	-2.8	0.8
Nov-07	-0.1	x	x	-0.6	-1.0	-0.6
Dec-07	-1.9	2.0	-2.5	-0.4	0.3	-0.5
Jan-08	3.4	2.4	2.7	2.1	-0.6	2.2
Feb-08	2.7	x	x	1.9	0.4	2.0

[1]Source: Statistics Canada & BC Stats.

[2]Seasonally adjusted totals are calculated by Statistics Canada; Food Services and Drinking Places receipts are BC Stats estimates and may not sum exactly to provincial totals.

x = data not available

Explanatory Notes

Data Sources

All room revenue data reported is compiled by BC STATS using the hotel tax database maintained and administered by the Consumer Taxation Branch of the Ministry of Small Business and Revenue.

Traveller Entry data is from Statistics Canada. All other data sources are accredited within the report.

Accommodation Categories

Each property has been assigned to one of eight accommodation categories. In addition to motels and four sizes of hotels, there are three special accommodation categories:

Fishing Lodges – All inland and coastal fishing camps located on or near lakes, rivers and oceans. Includes lodges which offer inland fishing expeditions, marinas with accommodation and lodges offering the services of fishing guides.

Vacation Rentals – Includes beach houses, cabins, and selected trailer parks. May also include certain inns and apartment complexes.

Miscellaneous – Includes guest ranches; outfitting, adventure hunting and other types of outdoor adventure; lodges that cater to skiers, hikers, etc. (with the exception of those lodges that mainly service cabins); bed and breakfasts; and houseboats. Also includes universities, mining firms, farms and other establishments renting rooms whose primary activity is not accommodation.

Seasonally Adjusted Data

Accommodation revenue exhibits large, regular seasonal fluctuations, characterised by peaks in the summer months and troughs in the winter months.

The *Tourism Sector Monitor* report uses Statistics Canada's X11/ARIMA/88 technique to remove the effects of seasonality from the revenue time series. The resulting seasonally adjusted series provides a useful tool for the analysis of underlying trends in accommodation revenue.

Unless otherwise indicated, revenue data in the *Tourism Sector Monitor* report is adjusted for seasonal fluctuations.

Limitations

The data reported here is derived from the hotel tax database. Tax is not payable for several kinds of accommodation, including:

1. properties with three or fewer rooms (such as small bed and breakfast operations);
2. room rentals exceeding one month in duration;
3. lodging where the daily rate is below $20;
4. lodging supplied to passengers of a ship or train while the ship or train is in transit or is making a scheduled stopover in the Province;
5. lodging supplied by employers to employees; and,
6. lodging supplied to consular employees and their staff.

Readers wishing more information regarding the nature of the hotel tax are referred to the *Hotel Room Tax Act* and the Hotel Room Tax Regulations.

Room Counts

Data are obtained primarily from Tourism BC's *Accommodation Guide* and supplemented by estimates from the Consumer Taxation Branch's hotel tax file. Vendors and their rooms are not counted in any given month unless revenue has been reported.

Suppression

The protection of confidentiality requires the suppression of categories not containing at least 10 properties. In most cases, protection is achieved by aggregating confidential cells into larger categories.

Revisions

A standard revision cycle accommodates corrections to the source data, to the allocation of consolidated reporters, and to the coding of properties by accommodation type. Revisions are implicit in the seasonally adjusted data and in the month-over-month, year-over-year and year-to-date percentage changes of subsequent reports, and are comprehensively reported in the annual tables published in the Annual issue of the *Tourism Sector Monitor* report.

Tourism Sector Monitor is prepared by BC STATS, Ministry of Labour and Citizens' Services, using data from the Consumer Taxation Branch of the Ministry of Small Business and Revenue.

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